

FARM, GRAIN and HAIL  
INSURANCE  
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AGENCY

# The Clovis News

Official Newspaper of the United States Land Office and of the People of Curry County

FIRE and AUTOMOBILE  
INSURANCE  
Baker Brothers  
Agency

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## The News Launches a Big Subscription Campaign!

### TO START BALL ROLLING FOR A BIG COUNTY FAIR

Matter Will Be Taken Up at an Important Meeting  
of the Chamber of Commerce Next Friday Night.

President Claude Miller and Secretary Bert Curless of the Chamber of Commerce have started the ball rolling for the county fair and have made an urgent appeal to all the members of the organization to be present at the next regular meeting which is Friday night July 21st.

This will be the most important meeting of the year, a big attendance is desired. At this meeting a final decision will be made as to what kind of a fair we are going to have this year. The date will also be decided upon.

It is believed by many of the members that the best time for the fair would be about the middle of October. By this time the crops would be laid by which would give the farmers a better chance to attend. Some believe that if it is held earlier it might interfere with the State Fair at Albuquerque the latter part of September.

The plan advocated is to extend the fair over a period of four days. This being a political year the suggestion has been made that one of the days be known as Political Day, another Agricultural Day and a Race Horse Day. It is believed that the Carnival which will be one of the big attractions at the state fair can be secured and an effort will be made to get it.

A move is also being made to get United States Senator Gore of Oklahoma to make an address on Political Day. Both candidates for Governor of New Mexico will also be invited to address the gathering.

The leaders are anxious to make this the best fair ever held in Curry County, and the citizens of Clovis are urged to get in behind the movement and push it. Don't forget the meeting of the Chamber of Commerce next Friday night.

#### Creamery For Texico

Texico is to have a creamery. It will be known as the Texico-Farwell Creamery. The capital stock of the company is \$6,000 and this amount has been raised principally by the citizens of Texico and Farwell. It was promoted by C. A. Miller of Kansas City, Mo.

Temporary directors have been elected by the stockholders for the purpose of selecting a site and constructing the building. They are C. W. Harrison, K. K. Runnels and A. L. King. Permanent directors will be elected later. A practical creamery man will be employed to run the business. The people of the twin cities on the border deserve credit for fostering this worthy enterprise.

#### Fire in Texico

The residence of R. R. Neal at Texico, caught fire at ten o'clock Saturday night and was burned to the ground. The family was away from home at the time. They had just moved in the day before and had purchased new furniture which was destroyed.

#### Arthur E. Curren

is to Leave Clovis

Arthur E. Curren, former editor and publisher of the Clovis News will leave Clovis and expects to locate somewhere in California. Mr. Curren is one of the oldest settlers in Clovis, having come here when the city started some nine years ago. We call him an old settler, and yet he is only in his early thirties—the very prime of life.

He has probably done as much for the upbuilding of Clovis and Curry County as any man in it. Towns and cities are built up largely through the efforts of its newspapers and Clovis has been no exception.

Mr. Curren was one of the pioneers having foreseen the future greatness of Clovis at the time the railroads came and the Government land was open for settlement. For several years he was U. S. Commissioner and Register of the United States Land Office at Fort Sumner and has always taken an active part in the growth and development of Eastern New Mexico. He is a native son, having been born and reared in New Mexico. He leaves a host of friends here who with the News join in wishing him unbounded happiness and prosperity in his new home.

#### Will C. Parish Passes Away

Will C. Parish, an old resident of Clovis, died at his home in this city at two o'clock Monday morning. While he had been in failing health during the past year, his death was a severe shock to his many friends. He leaves a wife, daughter eleven years old, an aged mother and a host of friends to mourn his loss.

The remains were shipped Monday afternoon, accompanied by relatives, to Decatur, Illinois, where the funeral will be held. Mr. Parish was well and favorably known in Clovis, having scores of friends here. As a tribute to his memory nearly all the business houses were closed for one hour Monday afternoon. Mr. Parish was born in Decatur, Illinois, in 1870. He was 46 years of age. He was a member of the Modern Woodmen order. For 18 years he was a traveling representative for a wholesale paper house. He came to Clovis seven years ago and purchased the confectionery store, known as the Parish Candy Kitchen, which he was conducting at the time of his death. About a year ago he added a bakery to the business.

His mother will remain in Decatur. Mrs. Parish will go to Clinton, Iowa, her old home for a short visit before returning to Clovis.

Arthur Curren and family accompanied by C. C. Buckingham and C. C. Knoles, took a trip Sunday to Portales in Mr. Curren's new Moline-Knight automobile. They report an enjoyable time.

### WILL CONDUCT A POPULAR LADY CONTEST

Several Hundred Dollars Worth of Prizes To Be  
Given Away.

The News has a big circulation, a circulation that it is justly proud of, but the new management is not satisfied. The biggest circulation of any weekly paper, not only in Eastern New Mexico, but in the entire State is our aim, and by the eternal, we are going to have it.

Pay for it, of course. That is exactly what we purpose to do. Exactly what we want to do. So desperately in earnest are we about circulation that we will give away, actually give away, several hundred dollars in cash and valuable prizes within the next thirty days. All this just to get readers, readers, readers.

Many of our readers will remember that about this time last year this paper conducted a strenuous campaign for readers, a campaign that was eminently successful from every view point. A campaign known for

its fairness. A campaign that secured hundreds and hundreds of new readers. A campaign that tested the metal of a number of the finest young ladies in Clovis and the country.

We count ourselves extremely fortunate in being able to secure the same hightoned gentleman to conduct this year's campaign that conducted the one last year. That insures a square deal to everyone. That insures that this campaign will be a big success. Those who enter this campaign will know in the outset that they are entering a fair and square proposition, a proposition where merit, pluck and energy wins. A proposition that will be a real success.

Read about the list of prizes and the rules governing this campaign on another page and get busy.

#### Work Has Begun on The Texico Rubber Tire Plant

Work on the first unit of the plant of The Western Tire and Garage Company at Texico was started this week. Six men are working on the tool house. Excavation will begin Monday for the big building.

The directors announce that 100,000 concrete brick have been purchased and are now being placed on the ground. Sand is being hauled for the concrete work from seven miles North of town.

The first building to be erected will be 250 feet in length and 180 feet wide. It will be located on a 22 acre site which belongs to the company.

Alex Shipley, president of the Clovis National Bank will leave about the 20th with his family for an auto trip to points in Colorado. They will be accompanied by relatives and friends and will have an outing of several weeks in the mountains.

#### Pandolfo Here in Interest of The Pan Motor Co.

S. C. Pandolfo, with headquarters in Detroit, Michigan, was in Clovis this week in the interest of the Pan Motor Company, a new automobile concern now organizing for the purpose of building a car to sell for about \$500. The main factory is to be located in Detroit.

Mr. Pandolfo is the fiscal agent of the company. He is no stranger to the people of New Mexico, having resided at Tucumcari for a number of years. For several years past he has been with a large insurance company in San Antonio, Texas.

The Pan Motor Company has the endorsements of a large number of banks in this territory including some of the leading financial institutions in Tucumcari, Melrose, Roswell, Portales, Clovis and other cities in Eastern New Mexico.

Claude Miller has returned from Oklahoma City where he had been visiting several days.

### NEW MEXICO GETS COLORADO'S SUMMER TOURIST BUSINESS

Steady Stream of Visitors Coming Over The Texas  
New Mexico Mountain Highway.

New Mexico is taking the honor from Colorado in the summer tourist business, especially from points in Texas and Oklahoma. Last year from May to September a monthly average of 950 automobiles containing approximately 2850 passengers came from Texas alone, over the Texas-New Mexico Mountain Highway.

Officials of this new inter-state highway advise the News that the number is being doubled this year, and that streams of automobiles are daily crossing the border.

The Texas-New Mexico Mountain Highway runs from Amarillo, Texas via Tucumcari to Las Vegas, New Mexico, a distance of 252 miles. At Amarillo it intersects the Colorado to Gulf Highway, which connects Galveston and Houston with Denver.

O. L. Williams, President of the Colorado to Gulf Highway, formerly of Bowie, Texas, but now a resident of Las Vegas, has been devoting considerable time in popularizing and advertising the Texas-New Mexico Mountain Highway throughout the large cities of Texas and the heavy traffic that has already set in is largely the result of his efforts. He recently finished an advertising tour of the state with a train of automobiles, spreading the gospel of our good roads and New Mexico's delightful summer climate.

Clovis is particularly interested in this movement, as a large number of these tourists could be diverted to this section by leaving the main highway at Tucumcari or Amarillo. They are men that can be interested in the upbuilding of this part of the state if the proper efforts are made. There is no reason why Colorado should not divide honors with New Mexico in the summer tourist business. We have a better climate than Colorado. We have an elevation ranging from 4200 feet at Clovis to over 7,000 feet at Las Vegas and 9,000 at Santa Fe in the very heart of the Rockies. We have anything that the tourist is looking for. The nights are delightful and cool, splendid trout fishing, horseback riding and mountain climbing.

The Texas New Mexico Mountain Highway Association was organized at a meeting of Texas and New Mexico Good Roads enthusiasts which recently convened at Santa Rosa, N. M. The purpose of the organization is to define, build, signpost, advise and maintain a through and continuous overland highway between the mountain resorts of New Mexico and a convenient junction with the Colorado-to-the-Gulf Highway, at Amarillo.

The organization of this inter-state influence and energy for one purpose was the first direct and substantial result of a common community sentiment which has been gradually growing in both Texas and New Mexico for a number of years.

The need of a good road connection and a closer social and

commercial relation between these two states which have interests in common and so identical and so mutual has been felt by public leaders of both sides of the line for some time, so that an effort to start concerted action was all that was needed.

Each town and each community along the entire route is enthusiastically supporting this movement. Tourists may feel assured of all possible courtesy, assistance and information at any and all points along the line. The main highway traverses a high rolling prairie country. There are no streams to ford. The country, in most instances, is well settled and telephones, telegraph, railroad, hotel and garage facilities are reasonably accessible.

#### New Mexico Lands Going Up

Well informed stockmen now predict the time to be close at hand when New Mexico grazing lands will be in eager demand at five dollars and up per acre. The greatest fortunes in this nation have been made by holding on to land once thought worthless. There may be a lesson for New Mexico in that fact.—Albuquerque Herald.

Land around Clovis in Curry County brings from \$5 to \$15 per acre. These lands are producing from 12 to 40 bushels of wheat per acre. Just across the line in the Texas Panhandle the same kind of land brings all the way from \$20 to \$50 per acre. We are informed a Chicago colonization company is now bringing homeseekers by the score into Farwell and Muleshoe and selling them grazing lands at \$50 per acre.

The only difference in Texas and New Mexico lands here in the Panhandle is an imaginary line. The reason Texas gets better prices is because they do more advertising to get settlers, therefore their lands are better known. There is no good reason why settlers should be paying \$50 for land in Texas just across the border when they can secure the same kind or better land here at \$5 to \$15 per acre.

New Mexico should wake up and let these homeseekers know about our low priced lands. The best field in the United States for new settlers is right here in Eastern New Mexico.

#### Soldiers Still Coming

Train loads of United States soldiers continue to pour through Clovis from points in the East bound for the border. Monday evening a train of five cars of National Guards from Detroit stopped over for a few hours and took in the town. They brought a band along and played some choice selections at the Santa Fe depot. A large crowd was at the station to give the boys a hearty welcome.

Mr. McCoy, Superintendent of the Harvey house system, left Clovis Monday after spending several days here.



WITH THE BOYS ON THE BORDER.